Security is the new competitive advantage fueling today’s digital business. Customers are drawing a direct correlation between security and the ability to empower employees to be more mobile, nimble and innovative.

When it comes to securing their business, customers are coming to the realization that legacy security solutions can no longer protect them and are looking for a new approach. Since our inception, Palo Alto Networks has been focused on a prevention-oriented approach which will:

**Secure the Enterprise:** Our next-generation firewall is the industry’s defining network security platform. Stay on the cutting edge with continuous integrated security innovations that instantly find and stop attacks. Eliminate disconnected point-products with our fully automated platform that simplifies security.

**Secure the Cloud:** Cloud security services that effectively predict, prevent, detect, and automatically respond to security and compliance risks without creating friction for users, developers, and administrators.

**Secure the Future:** Cortex is the industry’s only open and integrated AI-based continuous security platform. It delivers radical simplicity and significantly improves security outcomes through automation and unprecedented accuracy.

The NextWave partner ecosystem is a community of world-class security innovators committed to prevention and making breaches a thing of the past. Together we are providing a new approach to security that is rapidly gaining momentum.

If you are committed to breach prevention and want to provide your customers a unique approach to security, this is the ecosystem for you.

**Partner Growth Opportunities**

We are building a partner ecosystem with the coverage, capacity and capability to deliver breach prevention. We need partners to help us usher in a new era of freedom, empowering businesses to unleash their workforce, ignite growth and achieve corporate success. Our ecosystem offers partners several paths and a variety of corresponding growth opportunities. Partners pick the path and opportunity that best suits their business model or customer needs. They often participate in multiple paths to capitalize on several growth opportunities.

### Resell Partner Path

**Addresses the customer’s need to purchase hardware or software**

**Distributor:** helps solution providers and next-generation security innovators succeed by providing a variety of services, including training, financing and configuration.

**Solution Provider:** offers a security practice that focuses on delivering security solutions to end customers, which include products (hardware or software) and services, pre-sales (design) sales (implementation) and post-sales (support).

**Security Innovator:** experts at enhancing the industry’s first fully integrated, Security Operating Platform.

### Services Partner Path

**Addresses the customer’s need for a wide variety of managed, monitored, usage or professional services**

**Consultant:** recommends/influences the customer’s technology and services purchasing decision.

**Managed Security Service Provider:** provides remote monitoring/management of security services, and offers a ‘pay as you go’ consumption-based pricing model.

**Service Provider:** offers services, including both managed and cloud security.
# Technology Partner Path

<table>
<thead>
<tr>
<th>Addressed Need</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrator</td>
<td>Integrates security with their product/technology offering to create a stronger solution.</td>
</tr>
<tr>
<td>Strategic Partner</td>
<td>Complements their product/technology offering through partnering and product collaboration.</td>
</tr>
</tbody>
</table>

# Why Palo Alto Networks

We have the right philosophy (breach prevention), the right strategy (breach prevention across entire cyberattack lifecycle), the right platform (integrated and automated), and the right partnerships (you).

Join us today: [www.paloaltonetworks.com/partners](http://www.paloaltonetworks.com/partners)

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# Partner Differentiation

Further distinguishes their Palo Alto Networks offerings with both specializations and services designations.

**Specializations:** A framework used to differentiate by earning product or market specific expertise.

**Services Designation:** Builds the expertise required to offer specific Palo Alto Networks-based support, training and professional services. Current offerings include authorized (Authorized Support Center and Authorized Training Center), as well as certified (Certified Professional Service Provider) designations.